

Dayton nonprofit to change name

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A nonprofit homeless services provider has unveiled its new name to reflect how the organization has changed.

The Other Place, which began as a day shelter 22 years ago, will officially change its name to **Homefull** on July 1. The nonprofit no longer owns a shelter but provides case management services out of multiple facilities, said Tina Patterson, executive director.

The new name is meant to show the range of services it offers the homeless, from those on the street or facing eviction, those in shelters and to those in supported housing, Patterson said.

Homefull wants to stop homelessness, she said.

“We’re no longer a place, we’ve evolved to so much more,” Patterson said at an announcement event at CareSource in downtown Dayton May 19.

The organization was able to rebrand itself through a contest by FORGE, a creative firm on 5th Street in the Oregon District. FORGE holds a contest every year for nonprofits to provide free creative services for a year, such as web design, marketing and branding. Twenty-four organizations applied in September and The Other Place won out for services in 2010, said Jan Ostendorf, brand strategist.

FORGE was looking for a group that could make the biggest impact, was open to a rebrand and didn’t already have the full-time marketing staff, Ostendorf said.

The new name represents several things. The word itself is the opposite of homeless and similar to hopeful. In addition, the logo colors are warm brown and orange.

“They aren’t a place anymore, they’re a service,” Ostendorf said.

The Other Place started as a shelter in the basement of Dayton’s **Christ Episcopal Church** in 1988 and now assists more than 550 people on a daily basis, according to a press release. Administrative offices are at Edwin C. Moses Boulevard.

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